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FOR IMMEDIATE RELEASE

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Plaid Introduces New Digital Media Consumer Marketing Programs at CHA!

Norcross, GA – *Digital media gone wild* headlines the news at Plaid's CHA Winter booth #1722, where Plaid will be giving the trade a sneak preview of a completely new website and Plaid Craft TV, both slated to launch to consumers in March.

Before embarking on the total revamp of PlaidOnline.com, Plaid gathered craft consumer insights to determine their creative motivations, internet habits and new technology preferences. Rebuilt from the ground up, the new, well organized, information-packed PlaidOnline.com addresses all of those preferences, needs and much more, allowing users to: search by projects for all reasons and seasons, Plaid brand or craft type; and to learn via a greatly expanded education section that includes tips for getting started in many creative pursuits, and a huge new component, Plaid Craft TV.

A significant majority of consumers prefer on-demand, visual delivery of inspiration and information--the main reason behind establishing Plaid Craft TV, the new web-based home to Plaid's vast array of educational and inspirational videos. A major new component of Plaid Craft TV is a series of original episodes that teach projects in a fun, step-by-step approach, spotlighting the reasons and seasons people craft; guest artists; and providing ideas, inspiration, information and shopping lists for Plaid products.

A new episode--composed of three, three-minute and one, one-minute segments--will be shown every two weeks on PlaidOnline and Plaid's You Tube channel. The series is produced and hosted by Cathie Filian and Steve Piacenza, Emmy-nominated creators of the popular cable program, *Creative Juice*.

Cathie and Steve will be filmed live in Plaid's booth, interviewing TV celebrities and show guests, talking about the show and leading make-it, take-its. A perfect interactive complement to the TV component, Plaid's Social Media Marketing Manager Amy Anderson will also be blogging live from the show floor.

Be sure to visit booth 1722 for complete details on these Plaid programs and much more.

Plaid® Enterprises, Inc., located in Norcross, Georgia, is a subsidiary of the Dyson-Kissner-Moran Corporation, a privately held New York-based investment company.

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